

## MEMORANDUM

**TO:** EIHA  
**FR:** Bob Hoban  
**RE:** EIHA Presentation – Global Hemp  
**DT:** March 23, 2020

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Thank you for the opportunity to speak at the 17<sup>th</sup> Annual EIHA Hemp Conference.

The following summary is my proposed presentation.

### *GLOBAL HEMP: THE STATE OF THE SUPPLY CHAIN*

We built the CBD industry in North America, have advised over thirty international governments concerning their legislation/regulations/policies concerning cannabis, and have created the global hemp supply chain one transaction at a time. And as the principal of the world's only full service global cannabis law firm ([www.Hoban.law](http://www.Hoban.law)) and a leading global cannabis consulting company ([www.GPS.global](http://www.GPS.global)), I want to present a topic that delivers real-time accurate unique perspective on the global hemp supply chain. My business travels take me to over 25 countries per year working exclusively in this space, with private actors, government officials, and the like. I want to share some context for those who are only able to see an esoteric slice of the industry, which is often-times misperceived due to internal bias, global positioning, limited perspective, and/or the daily challenges of being a small business owner in this environment. I want to share why hemp is, and will continue to be, the backbone of the global cannabis supply chain. Yes, the entire 'cannabis' supply chain; not limited to food, fuel, and fiber/industrial uses, but wellness and medicines as well.

The presentation will be a discussion about the State of the Global Supply Chain. In doing so, I will discuss the following topics:

- Hemp as the backbone of the global cannabis supply chain;
- Global trends (EU, LatAm, Africa, North America);
- The new paradigm – 'whole plant approach';
- Cross Border Transactions (customs, phytosanitary, certifications/registrations);
- Genetics (varietals, testing, certifications, global ag. agency requirements);
- International expansion strategies;
- Capital raise strategies/trends;
- M&A trend/strategies;
- FDA and Novel Foods;
- Investment Strategies;
- Legalization and regulatory challenges (lowest common denominator);
- Coronavirus impact and recovery;
- World Economic Forum summary, United Nations update, effective lobby tactics;
- Distribution channel mapping; and,
- Global hemp infrastructure.

This can be accomplished in 30 minutes, with an additional Q&A. Or a 45 minute presentation followed by Q&A would be best.